



Press Release

March 22, 2000

Under embargo until 5 p.m. (Paris time)

Ipsos strengthens its North American presence through the acquisition of the Angus Reid Group, Canada's premier market research company.

Paris. The internationally renown Ipsos group and Canada's Angus Reid Group have just announced an agreement where the Canadian company will be integrated into Ipsos. Dr. Angus Reid, founder and CEO, will remain head of the company, which will now be known as Ipsos-Angus Reid.

The agreement will enable the Ipsos group to acquire the Angus Reid Group in its entirety. The Angus Reid Group, a leading Canadian market research company, has recently expanded its activities in the United States, where it now realizes a third of its business operations. In 1999, the Angus Reid Group posted sales of more than US\$35 million, a 30% increase over 1998.

The founder and managerial team of the company will remain at the helm of the new Ipsos-Angus Reid, which will continue its development of the North American market. Dr. Reid will be appointed to the executive committee of Ipsos.

Furthermore, both companies will co-ordinate their public opinion research activities at the international level under **Ipsos-Reid**, the new name of the Ipsos group for all research into public opinion and consumer information.

For **Didier Truchot**, Co-Chairman of Ipsos: "This transaction is a wonderful opportunity for our group and will allow us to considerably reinforce our presence in the North American market, particularly in the area of online research where we will unite our existing forces with those of the Angus Reid Group." As **Jean-Marc Lech**, Co-Chairman of Ipsos, adds, "In Europe, Ipsos is one of the most reputed Public Opinion research companies and the Angus Reid Group is also renown in many countries for this type of research. Together, Ipsos-Reid will undoubtedly become one of the leading forces of this industry world-wide. "

According to **Dr. Angus Reid**, CEO of the Angus Reid Group, "One of our greatest motivations for signing this agreement with Ipsos is that we will be able to offer our clients (some of which are major names world-wide) increased capabilities for international research. The combined resources of Ipsos and Angus Reid will allow us to offer the most complete product line of its kind in the world."



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Pierre Giacometti, International Director of the Ipsos Group for Public Opinion Research, is delighted that Ipsos and Angus Reid activities will be combined, which will strengthen their role in the industry. "The Ipsos-Reid name will be a tremendous vehicle for the development of our activities and the synergy between the two companies. In this day in age of constant world transformation, clients, businesses and public authorities need permanent enlightenment on consumer and citizen opinions. Ipsos-Reid will be their reference point."

About Ipsos-Reid

Ipsos-Reid, the brand new Ipsos group name, which will be dedicated to public opinion research worldwide, already possesses an important portfolio of international reference studies.

In Europe, Ipsos has put forth many international research studies: *The European Consumer Index*, *The European Public Opinion Trends*, *Representative Employees Data*, a database of wage earner behaviours around the world.

As for the Angus Reid Group, it also conducts many extensive studies: the *World Monitor*, a study of the values of citizens in some 40 countries, or *Face of the web*, a sociology study of Internet users in 34 countries.

Angus Reid also leads the international omnibus poll, *The World Poll Omnibus*.

The **Internet** will be the major force of Ipsos-Reid; it will become the preferred means of opinion interrogation and already presents itself as an adapted data communications medium.

Ipsos-Reid will develop its activities in the most important parts of the world: North America, Latin America, Europe, Asia and the Middle East, and will cover a wide variety of international research studies in the fields of politics, economics, social activities, consumer activities and public health.

About The Angus Reid Group

Founded by Dr. Angus Reid in 1979, the Angus Reid Group is an internationally renowned corporation that is the leader in its market. It provides a comprehensive range of public opinion and marketing studies to the private and public sectors. It is active in over 80 countries, in 40 different languages, and has over 1,200 clients world-wide.



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It employs 300 people full-time and 800 people part-time in six offices in Canada (Montreal, Ottawa, Toronto, Winnipeg, Calgary and Vancouver), four offices in the United States (New York, Minneapolis, Saint-Louis and San Francisco) and one in London, England.

Angus Reid Worldwide was one of the first companies in North America to develop international research tools, and set up the Global Products Group within the company. Today the company, which has forged many alliances throughout the world, works in partnership with the international media such as *The Economist* and *CNN*.

In 1999, the Angus Reid Group posted sales of more than US\$35 million, a 30% increase over 1998.

Dr. Angus Reid and other employees are the majority shareholders in the Angus Reid Group (32% and 31% respectively); the remaining shares are held by Crocus Investment Funds (21%) and other investors (16%).

About Ipsos

Ipsos is a global company providing clients with advertising, marketing, media, customer satisfaction, opinion and social research. Founded in 1975, Ipsos is one of the world leading market research organisations with operations in twenty countries. It ranks ninth world-wide.

In 1999, its sales amounted to US\$ 245 million (\$230.7 million in Euros), 9% of which in the United States, where Ipsos has been on the scene since 1997 as Ipsos-ASI and Ipsos-ASI Interactive.

Since July 1, 1999, Ipsos is listed on the Nouveau Marché of the Paris Stock Exchange.

International Mood Explorer

Ipsos' motto driving its trade and vocation is that of an international group specialized in studies involving branding, companies and institutions.

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